

**Broadcast Leadership Training program
2000-2011**

BROADCAST
Leadership
TRAINING



NAB
EDUCATION FOUNDATION





Why BLT?

The Broadcast Leadership Training Program is targeted to senior level broadcast managers of proven ability who aspire to advance as group executives of station owners.

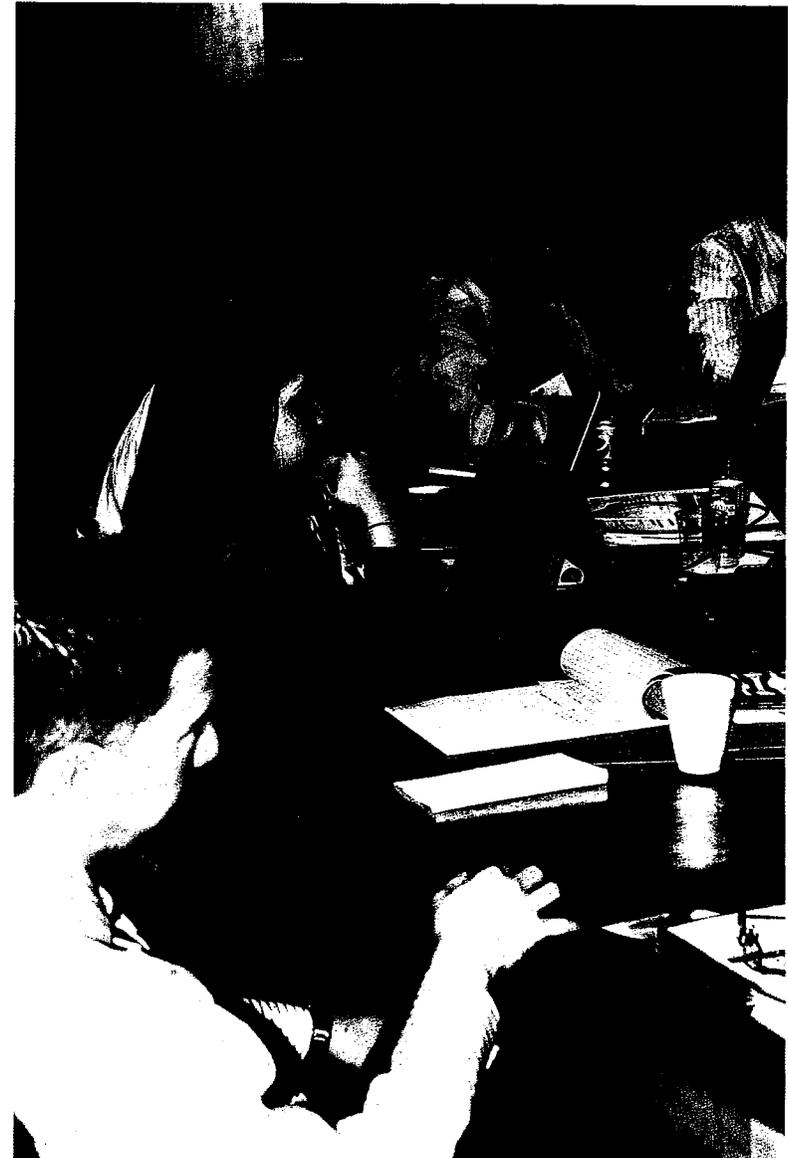
The program focuses on the unique process of assessing, purchasing, owning and operating radio and television stations. The program meets one weekend a month for ten months.

Who Participates?

Class of 2011

15 participants

Broadcasters including general managers, general sales managers, technology director, news director and an owner



Three ways to participate

- Fellowships (available to women and people of color)
- Sponsored participants
- Paid participants



Topics Covered

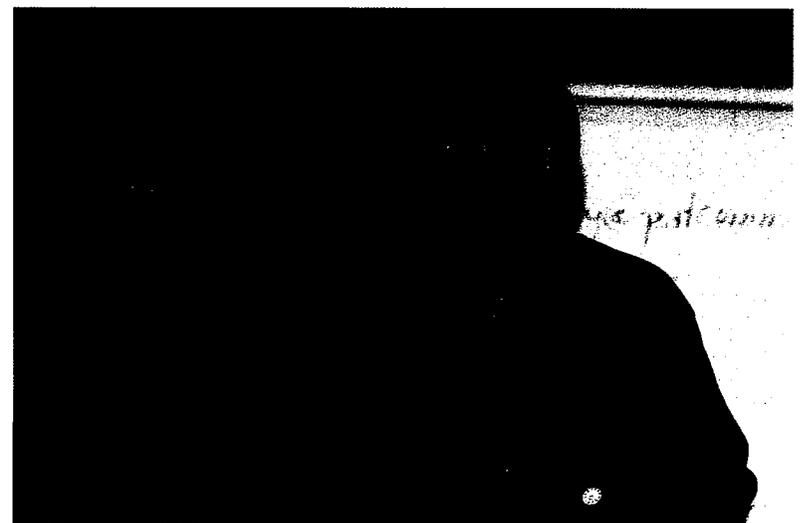
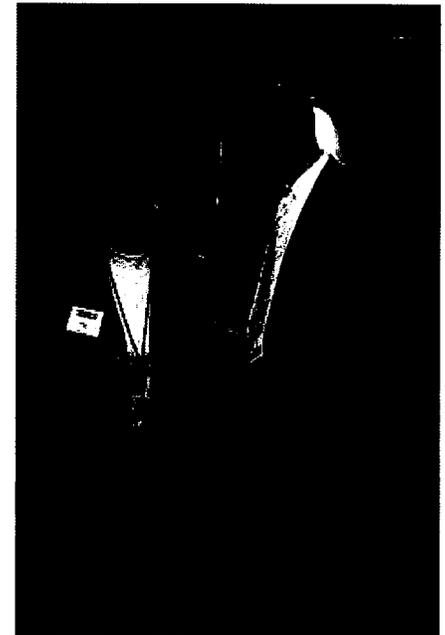
- Accounting and Finance
- Setting Up a Company
- Choosing Partners, Advisors, Brokers
- Developing a Business Plan
- Securing Funding
- Identifying and Evaluating Stations
- Prospecting and Deal Flow
- Due Diligence
- Negotiating the Deal
- Closing on a Station
- Building an Operating Strategy
- Talent Focused Management
- Operating for Success





Faculty

- Broadcasters
- FCC Commissioners and staff
- Leading communications attorneys
- Bankers and equity partners
- Brokers
- Engineers
- Academic faculty from leading universities





2011 Sponsors

Bayou City Broadcasting

Hearst Foundations

ICBC Broadcast Holdings

Legend Communications

Morgan Murphy Media

McCormick Foundation

Miller Group Charitable Trust

TDF

National Association of Broadcasters

Results

- **184 Graduates in 2011**
- **30 have or currently own stations**
- **Two group heads**
- **30 have been promoted**

